

ORDER



Orders
Order / Rev: 722533
Alt Order #: 06375866
Product Desc: INDEPENDENCE VA PAC
Estimate: 4Q12
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 10/15/12 / 10/23/12
Order Type: Political

WUSA

Primary AE: Alex Lavin
Sales Office: T-LA
Sales Region: NAT

Agency Name: Target Enterprises/ POL
Buying Contact:
Billing Contact:
 15260 Ventura Blvd, Suite 1240
 Sherman Oaks, CA 91403

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Independence Virginia PAC
Demographic: A35+
Product Codes: IS-Candidate/US Senate
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	61	\$168,900.00	\$143,565.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	61	\$168,900.00	\$143,565.00	0.00
Totals	61	\$168,900.00	\$143,565.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Alex Lavin			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	10/16/12	10/19/12	5-6a 9 News @ 5a 9News @ 5a 9NEWS NOW@5A NO MORE THAN 1X P/D	CM	5-6a	- TWTF - -	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF - -					3	\$600.00		0.00			
E 2	WUSA	10/22/12	10/22/12	5-6a 9 News @ 5a 9News @ 5a 9NEWS NOW@5A	CM	5-6a	M- - - - -	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M- - - - -					1	\$600.00		0.00			
E 3	WUSA	10/16/12	10/19/12	6-7a 9 News @ 6a 9News @ 6a 9NEWS NOW@5A NO MORE THAN 1X P/D	CM	6-7a	- TWTF - -	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF - -					3	\$800.00		0.00			
E 4	WUSA	10/22/12	10/22/12	6-7a 9 News @ 6a 9News @ 6a 9NEWS NOW@5A MAX SEP	CM	6-7a	M- - - - -	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M- - - - -					2	\$800.00		0.00			
E 5	WUSA	10/16/12	10/19/12	Price Is Right The Price is Right PRICE RT 1/PRICE RT 2 NO MORE THAN 1X P/D	CM	11a-12p	- TWTF - -	:30	3	\$2,500.00	P-1	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- TWTF - -					3	\$2,500.00		0.00			

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Advertiser: Independence Virginia PAC
 Product Desc: INDEPENDENCE VA PAC
 Estimate: 4Q12
WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount												
E 6	WUSA	10/22/12	10/22/12	Price Is Right The Price is Right PRICE RT 1/PRICE RT 2 MAX SEP	CM	11a-12p	M- - - - -	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>Week: 10/22/12</td><td>10/28/12</td><td>M- - - - -</td><td>2</td><td>\$2,500.00</td><td>0.00</td></tr></table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/22/12	10/28/12	M- - - - -	2	\$2,500.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 10/22/12	10/28/12	M- - - - -	2	\$2,500.00	0.00																						
E 7	WUSA	10/16/12	10/19/12	9 News @ Noon 9 News @ Noon 9NEWS NOW@12P NO MORE THAN 1X P/D	CM	12-1230P	- TWTF- -	:30	3	\$2,000.00	P-1	0.00	NM	3	\$6,000.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>Week: 10/15/12</td><td>10/21/12</td><td>- TWTF- -</td><td>3</td><td>\$2,000.00</td><td>0.00</td></tr></table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/15/12	10/21/12	- TWTF- -	3	\$2,000.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 10/15/12	10/21/12	- TWTF- -	3	\$2,000.00	0.00																						
E 8	WUSA	10/22/12	10/22/12	9 News @ Noon 9 News @ Noon 9NEWS NOW@12P MAX SEP	CM	12-1230P	M- - - - -	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>Week: 10/22/12</td><td>10/28/12</td><td>M- - - - -</td><td>2</td><td>\$2,000.00</td><td>0.00</td></tr></table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/22/12	10/28/12	M- - - - -	2	\$2,000.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 10/22/12	10/28/12	M- - - - -	2	\$2,000.00	0.00																						
E 9	WUSA	10/16/12	10/19/12	4-5p Dr. Phil DR PHIL 1X P/D	CM	4-5p	- TWTF- -	:30	4	\$1,200.00	P-1	0.00	NM	4	\$4,800.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>Week: 10/15/12</td><td>10/21/12</td><td>- TWTF- -</td><td>4</td><td>\$1,200.00</td><td>0.00</td></tr></table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/15/12	10/21/12	- TWTF- -	4	\$1,200.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 10/15/12	10/21/12	- TWTF- -	4	\$1,200.00	0.00																						
E 10	WUSA	10/22/12	10/22/12	4-5p Dr. Phil DR PHIL	CM	4-5p	M- - - - -	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>Week: 10/22/12</td><td>10/28/12</td><td>M- - - - -</td><td>1</td><td>\$1,200.00</td><td>0.00</td></tr></table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/22/12	10/28/12	M- - - - -	1	\$1,200.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 10/22/12	10/28/12	M- - - - -	1	\$1,200.00	0.00																						
E 11	WUSA	10/16/12	10/19/12	9 News @ 5p 9 News @ 5p 9NEWS NOW@5P 1X P/D	CM	5-6p	- TWTF- -	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>Week: 10/15/12</td><td>10/21/12</td><td>- TWTF- -</td><td>4</td><td>\$1,000.00</td><td>0.00</td></tr></table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/15/12	10/21/12	- TWTF- -	4	\$1,000.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 10/15/12	10/21/12	- TWTF- -	4	\$1,000.00	0.00																						
E 12	WUSA	10/22/12	10/22/12	9 News @ 5p 9 News @ 5p 9NEWS NOW@5PM MAX SEP	CM	5-6p	M- - - - -	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>Week: 10/22/12</td><td>10/28/12</td><td>M- - - - -</td><td>2</td><td>\$1,000.00</td><td>0.00</td></tr></table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/22/12	10/28/12	M- - - - -	2	\$1,000.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 10/22/12	10/28/12	M- - - - -	2	\$1,000.00	0.00																						
E 13	WUSA	10/16/12	10/19/12	9 News @ 6p 9 News @ 6p 9NEWS NOW 6P 1X P/D	CM	6-630p	- TWTF- -	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>Week: 10/15/12</td><td>10/21/12</td><td>- TWTF- -</td><td>4</td><td>\$2,000.00</td><td>0.00</td></tr></table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/15/12	10/21/12	- TWTF- -	4	\$2,000.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 10/15/12	10/21/12	- TWTF- -	4	\$2,000.00	0.00																						
E 14	WUSA	10/22/12	10/22/12	9 News @ 6p 9 News @ 6p 9NEWS NOW 6P MAX SEP	CM	6-630p	M- - - - -	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>Week: 10/22/12</td><td>10/28/12</td><td>M- - - - -</td><td>2</td><td>\$2,000.00</td><td>0.00</td></tr></table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/22/12	10/28/12	M- - - - -	2	\$2,000.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 10/22/12	10/28/12	M- - - - -	2	\$2,000.00	0.00																						
E 15	WUSA	10/16/12	10/19/12	9 News Tonight 7p 9 News Tonight 7p 9NWS NOW TNGHT 1X P/D	CM	7-730p	- TWTF- -	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>Week: 10/15/12</td><td>10/21/12</td><td>- TWTF- -</td><td>4</td><td>\$2,000.00</td><td>0.00</td></tr></table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/15/12	10/21/12	- TWTF- -	4	\$2,000.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 10/15/12	10/21/12	- TWTF- -	4	\$2,000.00	0.00																						
E 16	WUSA	10/22/12	10/22/12	9 News Tonight 7p 9 News Tonight 7p 9NWS NOW TNGHT MAX SEP	CM	7-730p	M- - - - -	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>Week: 10/22/12</td><td>10/28/12</td><td>M- - - - -</td><td>2</td><td>\$2,000.00</td><td>0.00</td></tr></table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/22/12	10/28/12	M- - - - -	2	\$2,000.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 10/22/12	10/28/12	M- - - - -	2	\$2,000.00	0.00																						
E 17	WUSA	10/16/12	10/19/12	Entertainment Tonight Entertainment Tonight ET 1X P/D	CM	730-8P	- TWTF- -	:30	4	\$3,000.00	P-1	0.00	NM	4	\$12,000.00												
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th><th>Rating</th></tr><tr><td>Week: 10/15/12</td><td>10/21/12</td><td>- TWTF- -</td><td>4</td><td>\$3,000.00</td><td>0.00</td></tr></table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 10/15/12	10/21/12	- TWTF- -	4	\$3,000.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
Week: 10/15/12	10/21/12	- TWTF- -	4	\$3,000.00	0.00																						
E 18	WUSA	10/22/12	10/22/12		CM	730-8P	M- - - - -	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00												

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Advertiser: Independence Virginia PAC
 Product Desc: INDEPENDENCE VA PAC
 Estimate: 4Q12

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Entertainment Tonight											
				Entertainment Tonight											
				ET											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			1		\$3,000.00		0.00				
E 19	WUSA	10/17/12	10/17/12	Wed Prime C	CM	10-11P	--W----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
				CSI: Crime Scene Investigation											
				CSI											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--W----			1		\$10,000.00		0.00				
E 20	WUSA	10/18/12	10/18/12	Thu Prime B	CM	9-10P	---T---	:30	1	\$18,000.00	P-1	0.00	NM	1	\$18,000.00
				Person of Interest											
				PERSON OF INTEREST											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---			1		\$18,000.00		0.00				
E 21	WUSA	10/18/12	10/18/12	Thu Prime C	CM	10-11P	---T---	:30	1	\$16,000.00	P-1	0.00	NM	1	\$16,000.00
				Elementary											
				ELEMENTARY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---			1		\$16,000.00		0.00				
E 22	WUSA	10/19/12	10/19/12	Fri Prime B	CM	9-10P	----F--	:30	1	\$10,000.00	P-1	0.00	NM	1	\$10,000.00
				CSI: NY											
				CSI:NY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	----F--			1		\$10,000.00		0.00				
E 23	WUSA	10/16/12	10/21/12	9 News @ 11p	CM	M-Su 11-1135p	-TWTFSS	:30	6	\$3,500.00	P-2	0.00	NM	6	\$21,000.00
				9 News @ 11p											
				9NEWS NOW@11P 1X P/D											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-TWTFSS			6		\$3,500.00		0.00				
E 24	WUSA	10/22/12	10/22/12	9 News @ 11p	CM	M-Su 11-1135p	M-----	:30	2	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
				9 News @ 11p											
				9NEWS NOW@11P MAX SEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			2		\$3,500.00		0.00				
E 25	WUSA	10/21/12	10/21/12	CBS Sunday Morning	CM	9-1030a	-----S	:30	2	\$3,500.00	P-1	0.00	NM	2	\$7,000.00
				CBS Sunday Morning		(9:00 AM-10:30 AM)									
				SUNDAY MRN MAX SEP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			2		\$3,500.00		0.00				
													Totals	61	\$168,900.00